

## Mark Hungerford

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**From:** Nancy Fleming <bizstuff11@gmail.com>  
**Sent:** Tuesday, October 31, 2017 1:07 PM  
**To:** Mark Hungerford  
**Subject:** 320 Alamitos Avenue Application #1701-32 (SPR17-001/LM17-002/APL17-020 and APL17-021

Dear Mark,

The parking in the area of this new building is already inadequate to say the least. Therefore, a 105-stall parking garage is insufficient for a 77 apartment unit building. Most families have two cars -  $77 \times 2 = 154$ . And what about visitors?

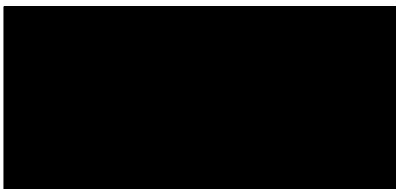
I honestly do not see how the planners thought 105 parking stalls would be sufficient. Clearly they do not live in this neighborhood and certainly did not perform due diligence in their research in regard to parking in this particular area. This will make the Downtown/Alamitos Beach area of Long Beach less attractive to live in.

Are there no laws on the books that would prevent the erection of a building with insufficient parking?

I know it really doesn't matter what I say as the city will do whatever it pleases residents be damned, but as a native of Long Beach I find it very disheartening.

Best regards,

Nancy Fleming



## Mark Hungerford

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**From:** Heidi Eidson  
**Sent:** Wednesday, August 16, 2017 5:13 PM  
**To:** Donita Van Horik; Erick Verduzco-Vega; MARK CHRISTOFFELS; Ron Cruz; Richard Lewis; Andy Perez; Jane templin  
**Cc:** Mark Hungerford  
**Subject:** FW: 320 Alamitos

Received correspondence re: 320 Alamitos item.

Heidi Eidson  
*Bureau Secretary*

Long Beach Development Services / Planning Bureau  
T 562.570.6321 F 562.570.6068  
333 W. Ocean Blvd., 5<sup>th</sup> Fl / Long Beach, CA 90802

**From:** Jennifer McCharen [mailto:jmccharen@gmail.com]  
**Sent:** Wednesday, August 16, 2017 5:10 PM  
**To:** Heidi Eidson <Heidi.Eidson@longbeach.gov>  
**Subject:** 320 Alamitos

Please give this to the Planning Commissioners for the August 17th meeting.

I am writing to demand that the Commissioners examine the plans for the 320 Alamitos development in light of the area's parking problems.

Currently the plans do not include sufficient parking for the new development, which will put additional pressure on the surrounding neighborhood's quantity of street parking spaces -- which are already insufficient to meet the needs of existing residents. Existing residents already struggle to find parking near where they live, and this development will make the situation worse.

Even worse, the planned development *removes* a parking lot that many residents of the surrounding neighborhoods rely on. Is there any plan to replace these parking spaces? If not, then you're truly slapping your constituents in the face.

Parking is a huge problem, and there are few solutions in Alamitos Beach. And yet it's not a difficult problem to solve. All we need are more spaces. A parking structure, a lot -- something.

Personally, I am lucky to have occasional use of part of my building's driveway. I also work from home so I'm able to utilize street parking most times near to my apartment. But I have had to do the dreaded late-night trek from time to time and it is awful.

Help make it better, not worse!

Thank you,

Jennifer McCharen

## Mark Hungerford

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**From:** Heidi Eidson  
**Sent:** Wednesday, August 16, 2017 4:42 PM  
**To:** Donita Van Horik; Erick Verduzco-Vega; MARK CHRISTOFFELS; Ron Cruz; Richard Lewis; Andy Perez; Jane templin  
**Cc:** Mark Hungerford  
**Subject:** FW: 320 Alamitos

Received correspondence for 320 Alamitos item.

Heidi Eidson  
*Bureau Secretary*

**Long Beach Development Services / Planning Bureau**  
T 562.570.6321 F 562.570.6068  
333 W. Ocean Blvd., 5<sup>th</sup> Fl / Long Beach, CA 90802

**From:** Transportation And Parking Solutions [mailto:taps@lbparking.com]  
**Sent:** Wednesday, August 16, 2017 4:30 PM  
**To:** Heidi Eidson <Heidi.Eidson@longbeach.gov>  
**Cc:** lgreco@earthlink.net  
**Subject:** 320 Alamitos

Heidi, Please give this to the Planning Commisioners before the August 17 meeting. Thank you!

Ms. Donita Van Horik  
Chair, City of Long Beach Planning Commission  
333 West Ocean Boulevard, 4th Floor  
Long Beach CA

Re: 320 Alamitos

Dear Ms. Van Horik and Planning Commissioners,

Transportation and Parking Solutions of Long Beach (LB TAPS) is expressing its concern regarding the proposed 320 Alamitos development project. While we are trying to understand your perspective and support improvements to our community, we are concerned that you continue to reduce the amount of parking available in the community, while adding new units and creating more parking demand in an area that already suffers from a lack of parking resources.

This new building takes away a big parking lot and out of the 77 proposed new units, 48 of those are over 640 square feet, large enough to hold multiple residents with a need for multiple cars yet provide only one space per unit.

Given that the City of Long Beach is still working on a parking study to be completed in late 2018, there is a lack of data to truly understand parking. Therefore, it is critical that the City of Long Beach require current developers to at least provide an understanding of current parking and their potential impact to parking in the area around the new development. The developer should be required to perform a parking study with current and projected parking inventory and demand for weekday and weekend uses. It should include an analysis of parking pricing and time stays within one block of the project. Considering that the area already suffers from an inadequate parking supply and on-street parking is often full and requires us to circle around looking for parking, it only seems fair that the new development have enough parking for its residents and not be eligible for any new residential parking passes (if they become available). This should include provisions for creating more public parking spaces as part of the new development.

Finally, the lack of available parking in the project area will only become worse over time unless there are real improvements to the transportation system. This includes necessary improvements to provide timely transit options in a safe and secure environment as well as real bike and walk infrastructure for use during both day and night. We need innovation and a real commitment to these modes of transportation. Perhaps this should be part of every traffic mitigation program proposed by all these new developments.

Thank you for your consideration of parking,  
Debora Dobias  
Laura Greco  
*Board of Directors, TAPS  
and our wonderful volunteers*



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

100 West Broadway, Ste 120  
Long Beach, CA 90802  
T: 562.436.4259  
F: 562.437.7850

August 17, 2017

Long Beach Planning Commission  
Civic Center Plaza  
333 West Ocean Blvd.  
Long Beach, CA 90802

**RE: Support for 320 Alamitos; August 17 Planning Commission, Agenda Item #4**

Dear Members of the Long Beach Planning Commission,

Please accept this correspondence on behalf of the Downtown Long Beach Alliance (DLBA), and enter into the public record for the Planning Commission meeting scheduled for August 17, 2017, our support of the proposed project located at 320 Alamitos.

The DLBA is a non-profit organization that represents more than 1,600 businesses and 4,000 commercial and residential property owners within the two Business Improvement Districts (BIDs) in Downtown Long Beach. As one of the leading voices for the Downtown community, we want to express our support for this project and urge the Planning Commission to approve the Site Plan Review and Lot Merger.

The Downtown Plan, the guiding planning document for Downtown, was developed through an intensive and inclusive stakeholder outreach process. The proposed 320 Alamitos project aligns with the goals set forth in Downtown Plan and will bring a high-quality housing development on vacant land along Alamitos Ave.

A key initiative set forth in the Downtown Plan is to create a strong urban core that builds upon density and drives strong foot traffic. The 320 Alamitos Project's planned 77-unit mixed-use development enhances the foot traffic by creating density along the Alamitos Ave corridor.

The project encourages sustainable practices and public transportation through the inclusion of a full-service "bicycle kitchen" providing bicycle repairs, maintenance and storage. In addition, the Metro bus lines are located immediately adjacent to the project and the site is within 10-minute walk time of the Metro Blue Line station, supporting its status as a Transit Oriented Development and is located within the City of Long Beach's Downtown Pedestrian Master Plan Boundary. Lastly, the proposed project exceeds the 1.25 parking requirements set forth in the Downtown Plan by providing a 1.36 parking ratio with the planned 105 parking stalls.

We appreciate the opportunity to share our support for the continued implementation of the Downtown Plan and encourage the Planning Commission to support the proposed investment in our evolving and diverse Downtown.

Thank you in advance for your consideration and support.

Sincerely,

Kraig Kojian  
President & CEO

cc: Mayor Robert Garcia  
City Councilmember Jeannine Pearce, 2<sup>nd</sup> District  
DLBA Board of Directors  
Amy Bodek, Director of Development Services, City of Long Beach

**DOWNTOWNLONGBEACH.ORG**

## Mark Hungerford

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**From:** Heidi Eidson  
**Sent:** Thursday, August 17, 2017 9:03 AM  
**To:** Donita Van Horik; Erick Verduzco-Vega; MARK CHRISTOFFELS; Ron Cruz; Richard Lewis; Andy Perez; Jane templin  
**Cc:** Mark Hungerford  
**Subject:** FW: 320 Alamitos Avenue

Received correspondence re; 320 Alamitos Avenue.

Heidi Eidson  
*Bureau Secretary*

Long Beach Development Services / Planning Bureau  
T 562.570.6321 F 562.570.6068  
333 W. Ocean Blvd., 5<sup>th</sup> Fl / Long Beach, CA 90802

**From:** Sharon Brown [mailto:sbrown8758@gmail.com]  
**Sent:** Thursday, August 17, 2017 8:44 AM  
**To:** Heidi Eidson <Heidi.Eidson@longbeach.gov>  
**Subject:** 320 Alamitos Avenue

"Please give this to the Planning Commissioners for the August 17th meeting."

Good morning,

I had planned to be at the meeting tonight to support the TAPS group, but at the last minute I have been called away.

I have been against all of this high rise building in the Alamitos Beach area since the first plans were submitted for the "Currents" building. I lived in the Alamitos Beach area for 30 years before it was discussed. And, then 3 years ago the owner of my building sold and I was out of a job. And a place to live. He saw the writing on the wall. Then we had trouble renting apartments because of a lack of parking. The new owners have a revolving door. In spite of upgrading and improvements, they cannot seem to keep a tenant for more than 6 months. There are still 3 tenants left in that building from when I lived there. 2 are retired and no longer drive.

I moved into the Wrigley district. When I moved I only looked at places that provided parking. My apartment is one of the few on the block where I have a driveway. And yet every night people scurry around most of the evening looking for parking. A lack of parking is affecting 3 miles away! And, in spite of my dedicated parking there is no assurance that I can come and go as I please. Yesterday I was 2 hours late to work because someone parked across my driveway! This is a problem that is all over Long Beach and growing!

Because someone in city council has decided that this city should be less car-friendly will not make it so.

Please reconsider the plans for this and all coming buildings in Long Beach,

Thank you,

Sharon Brown  




## Mark Hungerford

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**From:** Heidi Eidson  
**Sent:** Thursday, August 17, 2017 7:57 AM  
**To:** Donita Van Horik; Erick Verduzco-Vega; MARK CHRISTOFFELS; Ron Cruz; Richard Lewis; Andy Perez; Jane templin  
**Cc:** Mark Hungerford  
**Subject:** FW: Alamitos and East 3rd Street

Received correspondence re: 320 Alamitos.

Heidi Eidson  
*Bureau Secretary*

**Long Beach Development Services / Planning Bureau**  
T 562.570.6321 F 562.570.6068  
333 W. Ocean Blvd., 5<sup>th</sup> Fl / Long Beach, CA 90802

**From:** angie santellan [mailto:42087jelly@gmail.com]  
**Sent:** Wednesday, August 16, 2017 6:32 PM  
**To:** Heidi Eidson <Heidi.Eidson@longbeach.gov>  
**Subject:** Alamitos and East 3rd Street

Hello Eidson,

Just here sharing pictures of my neighbors & neighborhood. We are residents of Ocean Breeze (3rd & Bonito).

Every single day my neighbors risk getting a ticket. They can either drive around for 30 to 45 minutes or pay \$60 parking ticket.

Its not that I don't want redevelopment but I just want companies too consider the impact of less parking.



## Mark Hungerford

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**From:** Heidi Eidson  
**Sent:** Thursday, August 17, 2017 8:24 AM  
**To:** Donita Van Horik; Erick Verduzco-Vega; MARK CHRISTOFFELS; Ron Cruz; Richard Lewis; Andy Perez; Jane templin  
**Cc:** Mark Hungerford  
**Subject:** FW: 320 Alamitos Project

Received correspondence re: 320 Alamitos.

Heidi Eidson  
*Bureau Secretary*

**Long Beach Development Services / Planning Bureau**  
T 562.570.6321 F 562.570.6068  
333 W. Ocean Blvd., 5<sup>th</sup> Fl / Long Beach, CA 90802

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**From:** Pamela Laughlin [mailto:pamsmail55@yahoo.com]  
**Sent:** Wednesday, August 16, 2017 9:38 PM  
**To:** Heidi Eidson <Heidi.Eidson@longbeach.gov>  
**Subject:** 320 Alamitos Project

To whom it may concern,

I wish to express my dismay over the 320 Alamitos project. I believe this building would have a negative effect on the the surrounding neighborhood.

There is little to no parking now. There is no way that this area can have another 100 cars on the street. This will also effect businesses nearby because their customers will have no place to park.

Our city leaders need to start taking a more practical, realistic approach to development in our city.

Thank you,

Pamela Laughlin

  
Sent from my iPad

## Mark Hungerford

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**From:** Heidi Eidson  
**Sent:** Thursday, August 17, 2017 8:25 AM  
**To:** Donita Van Horik; Erick Verduzco-Vega; MARK CHRISTOFFELS; Ron Cruz; Richard Lewis; Andy Perez; Jane templin  
**Cc:** Mark Hungerford  
**Subject:** FW: 320 Alamitos

Received correspondence re: 320 Alamitos.

Heidi Eidson  
*Bureau Secretary*

**Long Beach Development Services / Planning Bureau**  
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333 W. Ocean Blvd., 5<sup>th</sup> Fl / Long Beach, CA 90802

---

**From:** james [mailto:jmhornbackjr@yahoo.com]  
**Sent:** Wednesday, August 16, 2017 8:56 PM  
**To:** Heidi Eidson <Heidi.Eidson@longbeach.gov>  
**Subject:** 320 Alamitos

I'm concerned to hear that a new multi-story building is planned for near my home with insufficient parking for its' planned residents. Parking in this area is horrible, and those of us already living in the area certainly contribute to the cities coffers because of the many tickets that get issued every day. We need more parking, not more cars trying to occupy the limited spots we already have. Insuring the new development has enough spaces to support their planned residents and some visitor parking should have been part of any plan presented to the city.

Please.....think about those of us already here!

James M. Hornback, Jr., M.A. Psy.D.



## Mark Hungerford

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**From:** Heidi Eidson  
**Sent:** Thursday, August 17, 2017 2:48 PM  
**To:** Mark Hungerford  
**Subject:** FW: 320 Alamos

Heidi Eidson  
*Bureau Secretary*

**Long Beach Development Services / Planning Bureau**  
T 562.570.6321 F 562.570.6068  
333 W. Ocean Blvd., 5<sup>th</sup> Fl / Long Beach, CA 90802

**From:** Max Wiedmann [mailto:maxwiedmann@gmail.com]  
**Sent:** Thursday, August 17, 2017 2:46 PM  
**To:** Heidi Eidson <Heidi.Eidson@longbeach.gov>  
**Subject:** 320 Alamos

Dear Heidi Eidson,

I am writing to you to express my concerns over the planned development at 320 Alamos ave. I am unable to attend tonight's 5 pm meeting on the issue. This development does not contain sufficient parking to accommodate all of its residents and will cause an extremely impacted parking situation in the East Village to become even worse. I am in favor of increasing the housing supply in our community but the parking supply must be sufficiently increased as well. 1.25 spaces per unit is not enough as many units will have multiple drivers. 77% percent of residents work outside of Long Beach and thus require a car with parking for their commutes.

Parking is the number one issue that residents my neighborhood discuss, above homelessness or crime. I am lucky enough to rent a parking spot at a local church but my girlfriend is not so fortunate. She, like many others, must drive around the neighborhood for 10-15 minutes and hope that someone moves their car during this time. This neighborhood absolutely cannot bear additional residents without additional park.

In my walk from my parking lot to my apartment, I typically see 4-6 illegally parked cars. These cars block visibility in intersections, making the streets more dangerous. The extra time that people spend driving around the neighborhood looking for parking causes extra pollution in our air.

Please consider building additional public parking in the East Village. There are multiple unused lots in the area.

Best regards,

Max Wiedmann

## Mark Hungerford

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**From:** Heidi Eidson  
**Sent:** Thursday, August 17, 2017 1:37 PM  
**To:** Mark Hungerford  
**Subject:** FW: 320 Alamitos project - Planning Commission Mtg 8/17/17  
**Attachments:** Planning Commission 081717.docx

Heidi Eidson  
*Bureau Secretary*

**Long Beach Development Services / Planning Bureau**  
T 562.570.6321 F 562.570.6068  
333 W. Ocean Blvd., 5<sup>th</sup> Fl / Long Beach, CA 90802

**From:** Fears, Rebecca [mailto:rfears@usatoday.com]  
**Sent:** Thursday, August 17, 2017 12:14 PM  
**To:** Heidi Eidson <Heidi.Eidson@longbeach.gov>  
**Subject:** 320 Alamitos project - Planning Commission Mtg 8/17/17

Hello Heidi,

Please provide this to the commissioners to review prior to the meeting tonight. I'm a Long Beach resident residing at  
[REDACTED]

Thanks,

**Becky Fears**, District Manager  
Cell: 310-809-7784 [rfears@usatoday.com](mailto:rfears@usatoday.com)  
1 Centerpointe Drive, Suite 415, La Palma, CA 90623



## Mark Hungerford

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**From:** Heidi Eidson  
**Sent:** Thursday, August 17, 2017 1:35 PM  
**To:** Mark Hungerford  
**Subject:** FW: 320 Alamitos

Heidi Eidson  
*Bureau Secretary*

**Long Beach Development Services / Planning Bureau**  
T 562.570.6321 F 562.570.6068  
333 W. Ocean Blvd., 5<sup>th</sup> Fl / Long Beach, CA 90802

**From:** Rebecca Quinn [mailto:rebecca@rebeccaquinn.com]  
**Sent:** Thursday, August 17, 2017 11:53 AM  
**To:** Heidi Eidson <Heidi.Eidson@longbeach.gov>  
**Subject:** 320 Alamitos

Dear Ms. Eidson,

Please give this email letter to the Planning Commissioners. Thank you!

As an Alamitos Ave resident, I am writing to express my concern about the loss of the parking lot currently at 320 Alamitos as well as that the proposed development may not have enough parking for their own residents and businesses. The lost parking spaces will add all those vehicles to neighboring streets as there are no other parking lots nearby. Each lost parking space, and the new developments that take their place, destroys the quality of life for our neighbors.

My concerns are:

- Safety of residents walking
- Impact on our lives when we can't go places
- Stress levels of my neighbors. As a neighborhood association board member, the biggest concerns I hear from my neighbors are about parking (constantly having to remember to move cars, the time it takes, the stress, cost of paying for parking) and all the crime/lack of safety in the area.)
- Danger of cars parked in red and in alleys
- Air quality
- The worsening of the above

This impacts me personally. I often cannot travel anywhere where I need to use my vehicle because I can't park when I get home. I rarely get to see my little granddaughter who lives one county away because I don't drive on weekends due to the parking problems here. They rarely come visit me either, in part because of the parking challenges. When I do drive I must circle the streets repeatedly trying to find a parking spot, burning gas, contributing to air pollution. If it's evening, I end up having to park many blocks away. Often I walk to evening events. Regardless of whether I walk or drive, I end up having to walk home, up to a mile, in the dark. This area really is not safe for a woman alone. Or I just skip attending events and board meetings because it is unsafe. I do take local buses and the Blue Line train but these don't always run where and when needed and one still usually must walk a few blocks.

The parking situation in this area continues to worsen with the development already underway. Just yesterday fences were put up on half the parking lot at Ocean & Alamitos where the second phase of that development is to be built. Those 20 or so spaces lost mean 20 or so more vehicles competing for the existing parking spots. The rest of that parking lot will be closed eventually so that number will double. That lot is/was used by the tenants and customers of the first phase/new building there (The Current) so it is very clear that the building itself does not have enough parking for its own needs and therefore impacts the neighborhood.

While it is understood that both phases of The Current project are already approved, and that this meeting is about the 320 Alamitos project, it is critical to recognize the impact of lost parking spaces. At 6 PM yesterday there were 4 cars parked in red zones on the one block long street (Medio) next to that parking lot. Every day cars park in the alley behind me, both daytime and overnight, thereby blocking emergency vehicles and garbage trucks. The lack of parking leads to dangerous situations when driver visibility is impaired due to cars parked in red zones and when fire trucks can't park or get through.

Please consider halting all new projects until a parking study is complete. The number of parking spaces in new developments must be based on actual parking data. Developers should be made aware of parking impacts on the local area and that they may have difficulty filling their new buildings due to current and future development and parking losses.

In particular, 320 Alamitos is in the Alamitos Beach neighborhood which does not have public parking lots or paid parking options as downtown Long Beach does. Besides reviewing the current impacted parking situation, I ask the planning commission and developers to consider this new 320 Alamitos project in light of the parking impact of all the nearby developments already under construction, such as Ocean & Alamitos and 101 Alamitos. In addition to the parking situation throughout the area, the traffic on Alamitos Ave is already congested at rush hours and all the idling cars add to the air quality problems in the region. Adding more and more traffic and people circling to find parking does not make this a more desirable place to live, work, or play.

Sincerely,

Rebecca Quinn

## Mark Hungerford

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**From:** Heidi Eidson  
**Sent:** Thursday, August 17, 2017 10:10 AM  
**To:** Donita Van Horik; Erick Verduzco-Vega; MARK CHRISTOFFELS; Ron Cruz; Richard Lewis; Andy Perez; Jane templin  
**Cc:** Mark Hungerford  
**Subject:** FW: 320 Alamitos Ave

Received correspondence re: 320 Alamitos Avenue.

Heidi Eidson  
*Bureau Secretary*

Long Beach Development Services / Planning Bureau  
T 562.570.6321 F 562.570.6068  
333 W. Ocean Blvd., 5<sup>th</sup> Fl / Long Beach, CA 90802

**From:** Gwen Kelly [mailto:gwen@gwenkelly.com]  
**Sent:** Thursday, August 17, 2017 10:06 AM  
**To:** Heidi Eidson <Heidi.Eidson@longbeach.gov>  
**Subject:** 320 Alamitos Ave

I own a OYO unit at 3rd and Alamitos. Downtown Long Beach has 'always' been parking impacted. There are too many people and too many cars. And the City of Long Beach once again has numerous plans for the construction of high rise buildings throughout the downtown area increasing the density, but not addressing the parking issue.

There is not enough available parking in Downtown Long Beach as it is; so I am opposed to the City approving turning a parking lot at 3rd and Alamitos into a 7 story building without enough parking for the building's own residents. The city needs to change their parking requirements before this building is approved so that there's enough parking for the new residents and businesses.

Kindest regards,

Gwen Kelly  
[Gwen@GwenKelly.com](mailto:Gwen@GwenKelly.com)

## Mark Hungerford

---

**From:** Dorita Rosewitz <dorita.emily@icloud.com>  
**Sent:** Thursday, August 17, 2017 12:06 AM  
**To:** Mark Hungerford  
**Subject:** Re: 320 Alamitos

Well they are over by 8 parking spaces. Given that is the city's minimum per unit. Reality many units will have couples living in them and own 2 cars. The likelihood of extra spaces to rent for overnight parking does not look practical. So the parking will only get worse in the already Alamitos area.

> On Aug 15, 2017, at 9:19 AM, Mark Hungerford <Mark.Hungerford@longbeach.gov> wrote:

>

> Hi Dorita,

>

> The development is providing more vehicular parking than required:

>

> Total parking required (1.25 stalls / unit): 97 stalls

> Total parking provided: 105 stalls

>

> The development is providing more bicycle and electric vehicle parking than required, also.

>

> The developer is not proposing replacement stalls for those that will be removed as a result of project activities. They are, however, exploring the possibility of opening a portion of their garage for neighborhood parking.

>

> Sincerely,

> Mark Hungerford, AICP

> Planner

>

> Long Beach Development Services | Planning Bureau

> T 562.570.6439 F 562.570.6068

> 333 West Ocean Blvd., 5th Fl | Long Beach, CA 90802

> mark.hungerford@longbeach.gov | lbd.s.longbeach.gov

>

> -----Original Message-----

> From: Heidi Eidson

> Sent: Monday, August 14, 2017 5:13 PM

> To: Mark Hungerford <Mark.Hungerford@longbeach.gov>

> Subject: FW: 320 Alamitos

>

> FYI...

>

>

> Heidi Eidson

> Bureau Secretary

>

> Long Beach Development Services / Planning Bureau T 562.570.6321 F

> 562.570.6068

> 333 W. Ocean Blvd., 5th Fl / Long Beach, CA 90802

>



> -----Original Message-----

> From: Dorita Rosewitz [mailto:dorita.emily@icloud.com]

> Sent: Monday, August 14, 2017 5:08 PM

> To: Heidi Eidson <Heidi.Eidson@longbeach.gov>

> Subject: 320 Alamos

>

> Does this have enough parking for the number housing? Law requires 1.25 parking space per unit. Is there any provisions to replace the spaces that will lost once the existing lot is closed?

>

> Parking is already highly impacted seven stories in this area without adequate parking does not make sense.

## Mark Hungerford

---

**From:** Heidi Eidson  
**Sent:** Wednesday, August 16, 2017 4:42 PM  
**To:** Donita Van Horik; Erick Verduzco-Vega; MARK CHRISTOFFELS; Ron Cruz; Richard Lewis; Andy Perez; Jane templin  
**Cc:** Mark Hungerford  
**Subject:** FW: 320 Alamitos

Received correspondence for 320 Alamitos item.

Heidi Eidson  
*Bureau Secretary*

**Long Beach Development Services / Planning Bureau**  
T 562.570.6321 F 562.570.6068  
333 W. Ocean Blvd., 5<sup>th</sup> Fl / Long Beach, CA 90802

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**From:** Transportation And Parking Solutions [mailto:taps@lbparking.com]  
**Sent:** Wednesday, August 16, 2017 4:30 PM  
**To:** Heidi Eidson <Heidi.Eidson@longbeach.gov>  
**Cc:** lgreco@earthlink.net  
**Subject:** 320 Alamitos

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Ms. Donita Van Horik  
Chair, City of Long Beach Planning Commission  
333 West Ocean Boulevard, 4th Floor  
Long Beach CA

Re: 320 Alamitos

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This new building takes away a big parking lot and out of the 77 proposed new units, 48 of those are over 640 square feet, large enough to hold multiple residents with a need for multiple cars yet provide only one space per unit.

Given that the City of Long Beach is still working on a parking study to be completed in late 2018, there is a lack of data to truly understand parking. Therefore, it is critical that the City of Long Beach require current developers to at least provide an understanding of current parking and their potential impact to parking in the area around the new development. The developer should be required to perform a parking study with current and projected parking inventory and demand for weekday and weekend uses. It should include an analysis of parking pricing and time stays within one block of the project. Considering that the area already suffers from an inadequate parking supply and on-street parking is often full and requires us to circle around looking for parking, it only seems fair that the new development have enough parking for its residents and not be eligible for any new residential parking passes (if they become available). This should include provisions for creating more public parking spaces as part of the new development.

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Thank you for your consideration of parking,  
Debora Dobias  
Laura Greco  
*Board of Directors, TAPS*  
*and our wonderful volunteers*

## Mark Hungerford

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**From:** Heidi Eidson  
**Sent:** Wednesday, August 16, 2017 5:13 PM  
**To:** Donita Van Horik; Erick Verduzco-Vega; MARK CHRISTOFFELS; Ron Cruz; Richard Lewis; Andy Perez; Jane templin  
**Cc:** Mark Hungerford  
**Subject:** FW: 320 Alamitos

Received correspondence re: 320 Alamitos item.

Heidi Eidson  
*Bureau Secretary*

**Long Beach Development Services / Planning Bureau**  
T 562.570.6321 F 562.570.6068  
333 W. Ocean Blvd., 5<sup>th</sup> Fl / Long Beach, CA 90802

**From:** Jennifer McCharen [mailto:jmccharen@gmail.com]  
**Sent:** Wednesday, August 16, 2017 5:10 PM  
**To:** Heidi Eidson <Heidi.Eidson@longbeach.gov>  
**Subject:** 320 Alamitos

Please give this to the Planning Commissioners for the August 17th meeting.

I am writing to demand that the Commissioners examine the plans for the 320 Alamitos development in light of the area's parking problems.

Currently the plans do not include sufficient parking for the new development, which will put additional pressure on the surrounding neighborhood's quantity of street parking spaces -- which are already insufficient to meet the needs of existing residents. Existing residents already struggle to find parking near where they live, and this development will make the situation worse.

Even worse, the planned development *removes* a parking lot that many residents of the surrounding neighborhoods rely on. Is there any plan to replace these parking spaces? If not, then you're truly slapping your constituents in the face.

Parking is a huge problem, and there are few solutions in Alamitos Beach. And yet it's not a difficult problem to solve. All we need are more spaces. A parking structure, a lot -- something.

Personally, I am lucky to have occasional use of part of my building's driveway. I also work from home so I'm able to utilize street parking most times near to my apartment. But I have had to do the dreaded late-night trek from time to time and it is awful.

Help make it better, not worse!

Thank you,

Jennifer McCharen



## **Mark Hungerford**

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**From:** Heidi Eidson  
**Sent:** Wednesday, August 16, 2017 4:22 PM  
**To:** Donita Van Horik; Erick Verduzco-Vega; MARK CHRISTOFFELS; Ron Cruz; Richard Lewis; Andy Perez; Jane templin  
**Cc:** Mark Hungerford  
**Subject:** FW: 320 Alamitos - parking crisis

Received correspondence for 320 Alamitos item.

Heidi Eidson  
*Bureau Secretary*

**Long Beach Development Services / Planning Bureau**  
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333 W. Ocean Blvd., 5<sup>th</sup> Fl / Long Beach, CA 90802

**From:** Yvonne Young [mailto:janeway777of999@gmail.com]  
**Sent:** Wednesday, August 16, 2017 4:07 PM  
**To:** Heidi Eidson <Heidi.Eidson@longbeach.gov>  
**Subject:** 320 Alamitos - parking crisis

Dear Ms. Eidson-

I write to you to bring to your attention a serious concern about the parking in Long Beach. It is very difficult at any time of day to find parking, and with all the development, I'm becoming increasingly concerned that there will be less and less parking. This will severely impact the residents and consumers who want to frequent the businesses.

I know I'm not the only one that feels this way about the parking in long beach.

I've also been looking to buy a place in Long Beach and one of my top considerations is parking. There are many places I have seen that were nice, but no parking. The development is a concern, when I'm not sure there is enough parking for the to-be-residents and their guests. The parking situation is already extremely difficult and this will only make matters worse.

I hope you and the city of Long Beach will seriously take into consideration the parking situation for its residents and those who like to frequent the businesses when making development plans. Ideally, any new development will plan for enough parking for the residents and a reasonable number of guests (i.e. a realistic number given the number of people who will really live there), and hopefully also plan for additional spots since there is already a parking shortage.

This is in the best interest of the city. Will make Long Beach a better and happier place, and will allow it to prosper for years to come. And just makes business sense. Thank you for your kind attention to this matter.

Sincerely,

Yvonne Yung

## Mark Hungerford

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**From:** Heidi Eidson  
**Sent:** Wednesday, August 16, 2017 4:20 PM  
**To:** Donita Van Horik; Erick Verduzco-Vega; MARK CHRISTOFFELS; Ron Cruz; Richard Lewis; Andy Perez; Jane templin  
**Cc:** Mark Hungerford  
**Subject:** FW: 320 Alamitos

Received correspondence for 320 Alamitos item.

Heidi Eidson  
*Bureau Secretary*

**Long Beach Development Services / Planning Bureau**  
T 562.570.6321 F 562.570.6068  
333 W. Ocean Blvd., 5<sup>th</sup> Fl / Long Beach, CA 90802

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**From:** Susy Alvarez [mailto:SAlvarez@pacifichealthworks.com]  
**Sent:** Wednesday, August 16, 2017 3:40 PM  
**To:** Heidi Eidson <Heidi.Eidson@longbeach.gov>  
**Subject:** 320 Alamitos

Please give this to the Planning Commissioners for the August 17th meeting.

I have lived on the corner of Ocean Blvd. and 5<sup>th</sup> Place for 10 years. The parking situation currently in our City makes it very difficult for me to have guests over. My life revolves around when it is a good time to find parking. I work in Manhattan Beach and sometimes have to work overtime and therefore by the time I get home, it is dark. I have had to park near Bluff Park at times and if it is late, I am forced to take an Uber home for safety reasons. Please demand that developers provide sufficient parking for the new tenants moving in.

Thank you kindly.

S. Alvarez





## Mark Hungerford

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**From:** Heidi Eidson  
**Sent:** Monday, August 14, 2017 8:10 AM  
**To:** Donita Van Horik; Erick Verduzco-Vega; MARK CHRISTOFFELS; Ron Cruz; Richard Lewis; Andy Perez; Jane templin  
**Cc:** Mark Hungerford  
**Subject:** FW: 320 Alamitos  
**Attachments:** 320AlamitosAve\_BeforeAndAfter.pdf

Received correspondence re: 320 Alamitos.

Heidi Eidson  
*Bureau Secretary*

**Long Beach Development Services / Planning Bureau**  
T 562.570.6321 F 562.570.6068  
333 W. Ocean Blvd., 5<sup>th</sup> Fl / Long Beach, CA 90802

---

**From:** Neal Baker [mailto:goatee\_neal@hotmail.com]  
**Sent:** Sunday, August 13, 2017 11:26 PM  
**To:** Heidi Eidson <Heidi.Eidson@longbeach.gov>  
**Subject:** 320 Alamitos

Hi Ms. Eidson,

I'm writing in regards to the proposed 7-story apartment building to be constructed (with the approval of joining two adjacent lots) at the corner of 3rd Street and Alamitos Avenue in Alamitos Beach. In short, I am not in favor of either joining those two lots or building a 7-story apartment building. I have attached a photo I took of the existing lot looking NE from Alamitos and 3rd (photo A). I also added a 7-story apartment building that was just completed in Downtown Los Angeles, which would be about the same height as the proposed building (photo B). This simulates at ground level what a 7-story building would look like with surrounding buildings, not the aerial view of the proposed building the developer supplied.

I have been a resident of Taos II Condos, 940 E. 3rd St., for 15 years. I was on the Board of Directors for 13 years. Both parking and traffic have gotten worse during that time. It's impossible for me to have friends on weeknights, since there usually is no parking after 6pm. It's not much better on the weekends either. Traffic is worse as well, especially with major events like the Grand Prix, Pride weekend and Fourth of July events. At 3rd & Bonito (one block east of 320 Alamitos) there are accidents on pretty much a weekly basis. This would probably increase as more people hunt for non-existent parking spaces visiting 320 Alamitos.

Alamitos Beach consists mostly of 2 and 3 story apartment buildings, older homes and condos. The proposed building at 320 Alamitos would be way too tall and would **stick out like a sore thumb for a long time**. The proposed 4-story underground parking structure sounds ludicrous. I can only imagine construction delays as crews dig down past 100+ year old sewer lines and encounter unforeseen problems. This building would probably be under construction for at least 1.5 years. This reminds me of the Galaxy condos on Ocean Blvd. in Bluff Park – a high-rise building in the middle of a residential area. A more fitting development would be townhomes like those under construction at the Huxton at 227 Elm Avenue in Downtown. **We will already have to deal with increased traffic from the 7-story Alamitos condos under construction just two blocks south of this lot.**

The existing parking lot has 25 or so cars parked there. I parked there for a few years, and if I hadn't had this lot nearby, I would have wasted a lot of time looking for a parking space when coming home from work. If this parking lot were removed, where would these cars park? Also, parking for 10-15 cars along all sides of the new building would disappear during construction.

- I'm also concerned about school children who would cross this lot on their way to St. Anthony's School, which is only a block north of this proposed development. I see children and their parents crossing 3rd Street and Alamitos to walk to school in the morning. I'm afraid with the construction and increased traffic, drivers' tempers will flare and there will be increased chances of an accident involving these children.

I, like all my neighbors here at Taos II, are very concerned about this too-large development being pushed into our neighborhood. I urge the Planning Commission NOT to approve this lot consolidation and building proposal.

Thank you,

Neal Baker



**PHOTO A:**  
320 Alamitos Ave as it exists today  
as a 30-car parking lot



**PHOTO B:**  
320 Alamos Ave with simulated  
7-story apartment building



## Mark Hungerford

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**From:** Heidi Eidson  
**Sent:** Friday, July 28, 2017 10:05 AM  
**To:** Mark Hungerford  
**Subject:** FW: " 320 Alamitos"

FYI...

Heidi Eidson  
*Bureau Secretary*

Long Beach Development Services / Planning Bureau  
T 562.570.6321 F 562.570.6068  
333 W. Ocean Blvd., 5<sup>th</sup> Fl / Long Beach, CA 90802

**From:** Adair, Kim [mailto:Kim.Adair@edwardjones.com]  
**Sent:** Friday, July 28, 2017 10:00 AM  
**To:** Heidi Eidson  
**Subject:** " 320 Alamitos"

Dear Heidi and whomever else will listen,

I live on E Appleton and have grave concerns regarding the closing of the Parking Structure at 320 Alamitos . I have lived here for 4 years and waited ( calling weekly) almost 3 and half years for parking at the 320 LOT. I am a single woman and when I moved to the area it was a pretty safe place to live. In the last 4 years it has gone down , transients defectaing in front of the apartment, Drug deals dealing drugs from a backpack weekly in the SuperSuds parking Lot, youth wondering the streets on their bikes selling alcohol and drugs from backpacks, and more. Yesterday I came home from work to find a man passed out on the steps of my apartment building and had to call 911. I tell you this not because I want Long Beach to look bad, I was born and raised here and I love Long Beach My Grandparents on my mother's side owned a business, has many renatl properties and lived in Long Beach for over 60 years. My Uncles and grandfather on my father's side worked for the city of Long Beach for many years and I currently have a cousin who is a long term employee of the Long Beach Water Dept. Clearly, I have deep roots in this city. I tell you this because you are now proposing building a 7 story structure in the only parking lot in our area. ALREADY people who have small children, women and others have to circle the block several times to find parking after 5:00pm, often times having to park several blocks from their home and risk walking down the street without being assaulted or harassed by one of the aforementioned. Where pray tell, do you expect the overflow of cars from this new residence to park? AND, where do you expect the 100 plus people who pay to park at 320 Alamitos to park when the streets are ALREADY impossible to park on? EVEN IF, they built enough parking slots for each new condo, it's pretty safe to say most of the condo's there will have more then one resident and more then one car, leaving even more to park on the overcrowded streets. I have tweeted this question to the Mayor who never seems to answer ANYONE'S PARKING questions but keeps saying " ride a bike". Well, I work about 20 miles from my

home, a little far to ride a bike or take a bus, so his "ride a bike" solution just isn't practical for all Long Beach Residents. This building idea needs to be rethought. How about building a two story parking structure and serving your tax paying residents instead?  
Thank you for your time

Kim Adair  
926 E Appleton Street Apt 4  
Long Beach, Ca 90802  
714-858-4961  
Kim Adair  
Branch Office Administrator  
714-858-4961

**Edward Jones**

[kim.adair@edwardjones.com](mailto:kim.adair@edwardjones.com)

Client Service Excellence is my goal!

---

Kim Adair  
Branch Office Administrator  
Edward Jones  
3625 Del Amo Blvd Ste 145  
Torrance, CA 90503-1600  
(310) 214-2967  
[www.edwardjones.com](http://www.edwardjones.com)

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## Mark Hungerford

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**From:** Heidi Eidson  
**Sent:** Friday, July 28, 2017 7:46 AM  
**To:** Mark Hungerford  
**Subject:** FW: Downtown Long Beach Parking

FYI...

Heidi Eidson  
Bureau Secretary

Long Beach Development Services / Planning Bureau T 562.570.6321 F 562.570.6068  
333 W. Ocean Blvd., 5th Fl / Long Beach, CA 90802

-----Original Message-----

From: Rick Tracey [mailto:bostonlbc@icloud.com]  
Sent: Thursday, July 27, 2017 7:02 PM  
To: Heidi Eidson  
Subject: Downtown Long Beach Parking

The fact that the Long Beach planning commission would even consider another high rise downtown that already has a major parking problem that plans to close a parking lot that many of us pay for monthly to build a building without enough parking spots for it's residents and guest is an outrage, you must not live downtown and know what it's like to circle the block for hours to find a spot, maybe you should build a parking garage and not more apartments.

Sent from my iPhone

## Mark Hungerford

---

**From:** Heidi Eidson  
**Sent:** Thursday, July 27, 2017 2:53 PM  
**To:** Mark Hungerford  
**Subject:** FW: 320 Alamitos

FYI

Heidi Eidson  
*Bureau Secretary*

Long Beach Development Services / Planning Bureau  
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333 W. Ocean Blvd., 5<sup>th</sup> Fl / Long Beach, CA 90802

**From:** Denemator Longstone [mailto:denemator@gmail.com]  
**Sent:** Thursday, July 27, 2017 2:51 PM  
**To:** Heidi Eidson  
**Subject:** 320 Alamitos

Long Beach needs to seriously become more proactive in addressing the parking problems in the East Village, as a long time Lafayette resident, it is becoming more and more difficult to park my vehicle in my area of residence, first you have removed the possibility to park at Elm and Broadway, now 320 Alamitos building more housing that do not have enough parking for their own residents, exacerbating the problems. I know it is fashionable to annoy car owners but this has to stop. We do pay our taxes.

Dennis Cornax.



## Mark Hungerford

---

**From:** Heidi Eidson  
**Sent:** Thursday, July 27, 2017 9:10 AM  
**To:** Mark Hungerford  
**Subject:** FW: 320 Alamitos

Fyi...

Heidi Eidson  
*Bureau Secretary*

Long Beach Development Services / Planning Bureau  
T 562.570.6321 F 562.570.6068  
333 W. Ocean Blvd., 5<sup>th</sup> Fl / Long Beach, CA 90802

**From:** joseph\_s99@yahoo.com [mailto:joseph\_s99@yahoo.com]  
**Sent:** Thursday, July 27, 2017 6:42 AM  
**To:** Heidi Eidson  
**Subject:** 320 Alamitos

Can you please give my email address to the planning commissioners? I am emailing with concern with the new building on 320 alamitos. I live across from the location at 940 e. 3rd street. I own a truck that does not fit into my underground parking and I park on the street. Sometimes when I get home from work I may drive up to an hour trying to find parking and with that I also have a newborn baby that I have to walk 2 or 3 blocks home with once I find parking. Parking isn't great at all right now and with this new building it will be a nightmare everyday.

Thank you for time.  
Joseph Sales

Sent via the Samsung Galaxy S8+, an AT&T 4G LTE smartphone

## Mark Hungerford

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**From:** Heidi Eidson  
**Sent:** Monday, July 24, 2017 8:16 AM  
**To:** Mark Hungerford  
**Subject:** FW: 320 Alamitos

FYI...

Heidi Eidson  
*Bureau Secretary*

**Long Beach Development Services / Planning Bureau**  
T 562.570.6321 F 562.570.6068  
333 W. Ocean Blvd., 5<sup>th</sup> Fl / Long Beach, CA 90802

**From:** Ryan Walters [mailto:rjwalters1@gmail.com]  
**Sent:** Sunday, July 23, 2017 5:31 PM  
**To:** Heidi Eidson  
**Subject:** 320 Alamitos

Dear Heidi,

I'm writing to express my concern and general opposition towards the proposed housing development at 320 Alamitos. By both removing a place for current residents to park and flooding the neighborhood with hundreds of new cars, this development will constitute a detriment to our neighborhood by making it a much more difficult place to live and call home.

Parking in Alamitos Beach, and Long Beach in general, is already at crisis level. It is virtually impossible to find parking on a weekday after 6:30pm, and if/when parking is secured, people don't leave for fear of losing their spot.

I can think of many situations where I have decided not to go out into the community and patronize businesses simply because losing my parking spot during the evening is not worth it. During weekends, my plans revolve around getting back in time to find a spot on the curb. Even simple tasks like grocery shopping is a gamble. I don't recommend that others come to this area already because of how bad parking has become, and so I and others spend our money elsewhere.

By subtracting the parking lot and adding hundreds of new cars on the street (2nd cars for each unit, guests of future residents, etc.) this development will add to an already untenable situation in Alamitos Beach. The crowding of our already overcrowded neighborhood would likely cause me to leave the community altogether.

Please consider that for every letter like mine that you receive, there are hundreds who will invariably remain silent, yet feel the same as I do. We don't need a 7-story housing project - we need a 7-story parking structure. This development is a disservice to the community, serving no one but the investors in the project.

Long Beach should be better than that.

I appreciate the time you've spent reading this, and I ask that you present this letter to the Planning Committee on my behalf during the meeting at City Hall on August 17th.

Sincerely,  
Ryan Walters



## Mark Hungerford

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**From:** Robert Fox <rfoxent@gmail.com>  
**Sent:** Friday, July 21, 2017 11:44 AM  
**To:** Mark Hungerford  
**Subject:** 320 Alamos Ave Development

Dear Sirs and Madams:

This project will take away 100 parking spaces already existent in Alamos Beach. The requirement so far for this project is for 104 parking spaces only. I believe that is 1.39 parking spaces per unit. This does not mitigate the removal of 100 parking spaces from the neighborhood and the adjacent businesses and residents. Before the neighborhoods can get behind this project, we request additional parking to be required for this site. The developer may think this is irrelevant but the Citizens are already burdened with lack of parking. Taking away so many spots and not replacing them, and then adding 77 units with inadequate parking is just not a good idea, nor will it assist Alamos Beach in addressing the parking crunch it already suffers from.

Sincerely,

Founding President of Alamos Beach, Robert Fox  
Executive Director of the Council of Neighborhood Organizations.

## Mark Hungerford

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**From:** Dan G <dangolgart@gmail.com>  
**Sent:** Thursday, July 20, 2017 10:39 AM  
**To:** Council District 2; Council District 1; Mayor; Mark Hungerford  
**Subject:** Subject: 320 Alamos, Proposed Project 7 Story Project, 17-050 PL

Dear Planning Commission, Mark, Jeannine, Lena and Robert:

I am a homeowner at [REDACTED] the building located immediately west of the subject property. While I am agreeable to the development of the subject property, I oppose certain components of the proposed project. I object to the following:

- Building Height – 7 stories is out of scale and in appropriate for this neighborhood. It taller than any other building and would set an unnecessary precedent. The height should be reduced to a variation of 3 and 4 stories similar to the adjacent condominium building.
  - There are no other building this tall in the immediate two blocks surrounding the project site, most are only one story in height
  - The building will create shadows on other lower surrounding buildings
  - This building will stick out like a sore thumb – it is not compatible with the neighborhood
- Massing & Lack of Building Articulation – The building is block like and dense in appearance. Balconies and variation along the Alamos façade are not deep or substantial enough to break up the solid block-like appearance of the building
- Traffic – the driveway entrance on 3<sup>rd</sup> Street will further congestion traffic at the 3<sup>rd</sup> and Alamos intersection. The elimination of driving lanes for bike lanes on 3<sup>rd</sup> Street has already resulted in westbound congestion during peak traffic hours. The location of the driveway will make this worse, especially since there is a curve in the road near the driveway which will impact visibility of on-coming bicycles and cars. Also, people trying to make left/east turns onto 3<sup>rd</sup> Street (whether allowed or not) will cause accidents and back up eastbound traffic even more

Moving the driveway to Alamos will also result in congestion due to the City's proposed "Road Diet" that will reduce vehicle traffic lanes. Relocating the driveway to Alamos is not a viable option


- Apartments – this neighborhood needs more homeownership opportunities to promote stability and long term commitment to the area. There is already an overabundance of rental housing in this area. Many of us bought into this neighborhood believing in the promise of Redevelopment. Since Redevelopment was eliminated, the community worsened significantly and as is just now starting to slowly improve with the economy. Homeowners, like us, held this area down and helped stabilize it during the economic downturn. We need new homeowners to join us and ensure this area continues to grow and improve over time. Our community does not need more rental housing we need homeownership opportunities

- No Outreach to Neighbors - The developers never met with adjacent homeowners to discuss this proposal, solicit input or consider our vision for our neighborhood. No one in our building was ever contacted about this project in advance. This project was designed in a vacuum.
- Too Many Units – The unit count for the project needs to be reduced to reduce the height, massing and traffic impacts of the project. It is apparent that the design is market driven as opposed to being driven by the neighborhood's vision and existing built environment.

This project needs to be redesigned so it fits the community in size and scale. I urge you to consider my comments and require the developer to redesign the project.

Thank you,

**Daniel L. Goltart**

Homeowner  


Development Services,

I am not here to try and stop this development, because you and I both know the development will be built.

My concern is, what is going to happen to the people who have paid parking at that particular spot, 320 Alamosa Ave.

The parking here, especially in the Area I live in is almost impossible after a certain time of the evening. Are the residents who have been here, shop here, pay taxes here left to fend for themselves? Is there going to be a designated parking area for the residents who live here?

I realize that there are millions to be made through parking tickets, but is that really the way you want to pay your tax payers? I'm getting angry just thinking about this, so I'll stop.

Sincerely  
Steve Mazdelino

## Mark Hungerford

---

**From:** Tetsu Hashimoto <ds126091tetsu@charter.net>  
**Sent:** Wednesday, July 19, 2017 9:14 AM  
**To:** Mayor; Mark Hungerford; Council District 2; Council District 1  
**Subject:** 320 Alamos, Proposed Project 7 Story Project, 17-050 PL

Dear Planning Commission, Mark, Jeannine, Lena and Robert:

I am a homeowner at [REDACTED] the building located immediately west of the subject property. While I am agreeable to the development of the subject property, I oppose certain components of the proposed project. I object to the following:

- **Building Height – 7 stories** is out of scale and inappropriate for this neighborhood. It taller than any other building and would set an unnecessary precedent. The height should be reduced to a variation of 3 and 4 stories similar to the adjacent condominium building.
  - There are no other building this tall in the immediate two blocks surrounding the project site, most are only one story in height
  - The building will create shadows on other lower surrounding buildings
  - This building will stick out like a sore thumb – it is not compatible with the neighborhood
- **Massing & Lack of Building Articulation** – The building is block like and dense in appearance. Balconies and variation along the Alamos façade are not deep or substantial enough to break up the solid block-like appearance of the building
- **Traffic** – the driveway entrance on 3<sup>rd</sup> Street will further congestion traffic at the 3<sup>rd</sup> and Alamos intersection. The elimination of driving lanes for bike lanes on 3<sup>rd</sup> Street has already resulted in westbound congestion during peak traffic hours. The location of the driveway will make this worse, especially since there is a curve in the road near the driveway which will impact visibility of on-coming bicycles and cars. Also, people trying to make left/east turns onto 3<sup>rd</sup> Street (whether allowed or not) will cause accidents and back up eastbound traffic even more  
  
Moving the driveway to Alamos will also result in congestion due to the City's proposed "Road Diet" that will reduce vehicle traffic lanes. Relocating the driveway to Alamos is not a viable option
- **Apartments** – this neighborhood needs more homeownership opportunities to promote stability and long term commitment to the area. There is already an overabundance of rental housing in this area. Many of us bought into this neighborhood believing in the promise of Redevelopment. Since Redevelopment was eliminated, the community worsened significantly and as is just now starting to slowly improve with the economy. Homeowners, like us, held this area down and helped stabilize it during the economic downturn. We need new homeowners to join us and ensure this area continues to grow and improve over time. Our community does not need more rental housing we need homeownership opportunities
- **No Outreach to Neighbors** - The developers never met with adjacent homeowners to discuss this proposal, solicit input or consider our vision for our neighborhood. No one in our building was ever contacted about this project in advance. This project was designed in a vacuum



- Too Many Units – The unit count for the project needs to be reduced to reduce the height, massing and traffic impacts of the project. It is apparent that the design is market driven as opposed to being driven by the neighborhood’s vision and existing built environment.

This project needs to be redesigned so it fits the community in size and scale. I urge you to consider my comments and require the developer to redesign the project.

Thank you,

**Tetsuji Hashimoto**

Homeowner

## Mark Hungerford

---

**From:** Kazumi Hashimoto <kazumi1@pyxis-net.com>  
**Sent:** Wednesday, July 19, 2017 10:23 AM  
**To:** Council District 1; Council District 2; Mayor; Mark Hungerford  
**Subject:** Opposition Email for 320 Alamos - Proposed 7 Story Building

Subject: 320 Alamos, Proposed Project 7 Story Project, 17-050 PL Dear Planning Commission, Mark, Jeannine, Lena and Robert:

I am a homeowner at 834 E. 4<sup>th</sup> Street, the building located immediately west of the subject property. While I am agreeable to the development of the subject property, I oppose certain components of the proposed project. I object to the following:

Building Height – 7 stories is out of scale and inappropriate for this neighborhood. It taller than any other building and would set an unnecessary precedent. The height should be reduced to a variation of 3 and 4 stories similar to the adjacent condominium building.

o There are no other building this tall in the immediate two blocks surrounding the project site, most are only *one* story in height

o The building will create shadows on other lower surrounding buildings

o This building will stick out like a sore thumb – it is not compatible with the neighborhood

- Massing & Lack of Building Articulation – The building is block like and dense in appearance. Balconies and variation along the Alamos façade are not deep or substantial enough to break up the solid block-like appearance of the building
- Traffic – the driveway entrance on 3<sup>rd</sup> Street will further congestion traffic at the 3<sup>rd</sup> and Alamos intersection. The elimination of driving lanes for bike lanes on 3<sup>rd</sup> Street has already resulted in westbound congestion during peak traffic hours. The location of the driveway will make this worse, especially since there is a curve in the road near the driveway which will impact visibility of on-coming bicycles and cars. Also, people trying to make left/east turns onto 3<sup>rd</sup> Street (whether allowed or not) will cause accidents and back up eastbound traffic even more

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- Apartments – this neighborhood needs more homeownership opportunities to promote stability and long term commitment to the area. There is already an overabundance of rental housing in this area. Many of us bought into this neighborhood believing in the promise of Redevelopment. Since Redevelopment was eliminated, the community worsened significantly and as is just now starting to slowly improve with the economy. Homeowners, like us, held this area down and helped stabilize it during the economic downturn. We need new homeowners to join us and ensure this area continues to grow and improve over time. Our community does not need more rental housing we need homeownership opportunities
- No Outreach to Neighbors - The developers never met with adjacent homeowners to discuss this proposal, solicit input or consider our vision for our neighborhood. No one in our building was ever contacted about this project in advance. This project was designed in a vacuum

- Too Many Units – The unit count for the project needs to be reduced to reduce the height, massing and traffic impacts of the project. It is apparent that the design is market driven as opposed to being driven by the neighborhood's vision and existing built environment.

This project needs to be redesigned so it fits the community in size and scale. I urge you to consider my comments and require the developer to redesign the project.

Thank you,

**Kazumi Hiromoto**

## Mark Hungerford

---

**From:** Me Here <ticotino@gmail.com>  
**Sent:** Wednesday, July 19, 2017 7:16 AM  
**To:** Mark Hungerford  
**Subject:** Subject: 320 Alamos, Proposed Project 7 Story Project, 17-050 PL outside my window

Subject: 320 Alamos, Proposed Project 7 Story Project, 17-050 PL

Dear Planning Commission, Mark, Jeannine, Lena and Robert:

I am a homeowner at [REDACTED] the building located immediately west of the subject property. While I am agreeable to the development of the subject property, I oppose certain components of the proposed project. I object to the following:

- Building Height – 7 stories is out of scale and in appropriate for this neighborhood. It taller than any other building and would set an unnecessary precedent. The height should be reduced to a variation of 3 and 4 stories similar to the adjacent condominium building.
  - There are no other building this tall in the immediate two blocks surrounding the project site, most are only *one* story in height
  - The building will create shadows on other lower surrounding buildings
  - This building will stick out like a sore thumb – it is not compatible with the neighborhood
- Massing & Lack of Building Articulation – The building is block like and dense in appearance. Balconies and variation along the Alamos façade are not deep or substantial enough to break up the solid block-like appearance of the building
- Traffic – the driveway entrance on 3<sup>rd</sup> Street will further congestion traffic at the 3<sup>rd</sup> and Alamos intersection. The elimination of driving lanes for bike lanes on 3<sup>rd</sup> Street has already resulted in westbound congestion during peak traffic hours. The location of the driveway will make this worse, especially since there is a curve in the road near the driveway which will impact visibility of on-coming bicycles and cars. Also, people trying to make left/east turns onto 3<sup>rd</sup> Street (whether allowed or not) will cause accidents and back up eastbound traffic even more

Moving the driveway to Alamos will also result in congestion due to the City's proposed "Road Diet" that will reduce vehicle traffic lanes. Relocating the driveway to Alamos is not a viable option

- Apartments – this neighborhood needs more homeownership opportunities to promote stability and long term commitment to the area. There is already an overabundance of rental housing in this area. Many of us bought into this neighborhood believing in the promise of Redevelopment. Since Redevelopment was eliminated, the community worsened significantly and as is just now starting to slowly improve with the economy. Homeowners, like us, held this area down and helped stabilize it during the economic downturn. We need new homeowners to join us and ensure this area continues to grow and improve over time. Our community does not need more rental housing we need homeownership opportunities
- No Outreach to Neighbors - The developers never met with adjacent homeowners to discuss this proposal, solicit input or consider our vision for our neighborhood. No one in our building was ever contacted about this project in advance. This project was designed in a vacuum
- Too Many Units – The unit count for the project needs to be reduced to reduce the height, massing and traffic impacts of the project. It is apparent that the design is market driven as opposed to being driven by the neighborhood's vision and existing built environment.

This project needs to be redesigned so it fits the community in size and scale. I urge you to consider my comments and require the developer to redesign the project.

Thank you,

Constantine Haramis

Homeowner  
[REDACTED]

## Mark Hungerford

---

**From:** Heidi Eidson  
**Sent:** Monday, July 17, 2017 8:40 AM  
**To:** Mark Hungerford  
**Subject:** FW: 320 Alamitos

FYI...

Heidi Eidson  
*Bureau Secretary*

Long Beach Development Services / Planning Bureau  
T 562.570.6321 F 562.570.6068  
333 W. Ocean Blvd., 5<sup>th</sup> Fl / Long Beach, CA 90802

**From:** Khoi Pham [mailto:kdpham75@yahoo.com]  
**Sent:** Sunday, July 16, 2017 10:22 AM  
**To:** Heidi Eidson  
**Subject:** 320 Alamitos

Dear Heidi:

Please give this to the Planning Commissioners for the August 17th meeting.

Dear Planning Commissioners,

Thank you for taking my comments on 320 Alamitos. This is another bad example of developers pushing through a project without proper consideration for environmental impact such as parking. The aspiration of car-less/parking-less society is good but the infrastructure is not there and will require many decades of proper enlightened development. In the meantime, these exceptions to parking requirements aggravate the parking congestion, diminish tenant's quality of life, elevate safety concerns and overall reduce community and economic vitality. As such, we ask that proper onsite building parking requirements be imposed before approving such a project, or the project be modified in size and scope to meet current rules and standards.

Respectfully yours,  
Khoi Pham

## Mark Hungerford

---

**From:** Heidi Eidson  
**Sent:** Monday, July 17, 2017 9:36 AM  
**To:** Mark Hungerford  
**Subject:** FW: Development at 320 Alamitos Ave. Long Beach, Ca. 90802

FYI...

Heidi Eidson  
*Bureau Secretary*

**Long Beach Development Services / Planning Bureau**  
T 562.570.6321 F 562.570.6068  
333 W. Ocean Blvd., 5<sup>th</sup> Fl / Long Beach, CA 90802

**From:** Robert Fox [mailto:rfoxent@gmail.com]  
**Sent:** Monday, July 17, 2017 9:34 AM  
**To:** Heidi Eidson  
**Subject:** Development at 320 Alamitos Ave. Long Beach, Ca. 90802

My name is Robert E. Fox, founding president of Alamitos Beach Neighborhood Association, Executive Director of the Council of Neighborhood Organizations.  
2815 E. Broadway, Long Beach, Ca. 90803

I stand in opposition to the development at 320 Alamitos Ave. until such time as the parking requirement is altered to address the reduction of parking in Alamitos Beach due to the removal of a parking lot, upon which the development will be constructed, and additional parking stipulated in order to address the parking impacted nature of the adjacent neighborhood. The development standard upon which we approve parking was reduced some time ago to encourage development in the City. However, this was done as a political move, not a studied data-based decision. Originally we had a 1.75 parking per unit standard. Our reduced standards do not function anywhere in East Village, Downtown, nor Alamitos Beach. Since this development is taking away parking due to the demolishing of a large parking lot, we have the opportunity to open up that discussion of parking and alter the stipulations for parking at the building.

Until an increase in parking standards for this particular building is increased, the neighborhood, nor the combined neighborhoods of Long Beach cannot support this development.

Sincerely,  
Robert E. Fox  
7-17-2017

## Mark Hungerford

---

**From:** Heidi Eidson  
**Sent:** Thursday, July 13, 2017 1:29 PM  
**To:** Mark Hungerford  
**Subject:** FW: 320 Alamitos

FYI...

Heidi Eidson  
*Bureau Secretary*

Long Beach Development Services / Planning Bureau  
T 562.570.6321 F 562.570.6068  
333 W. Ocean Blvd., 5<sup>th</sup> Fl / Long Beach, CA 90802

**From:** panapet888 . [mailto:panapet88@gmail.com]  
**Sent:** Thursday, July 13, 2017 12:29 PM  
**To:** Heidi Eidson  
**Subject:** 320 Alamitos

Hi Heidi!  
Please pass this on to the planning commissioners. Thanks!

To whom it may concern,

I am very concerned about the proposed apt. building for 320 Alamitos. Parking in this neighborhood is extremely challenging now. It's my understanding that the building will house 77 units and provide only a little over 100 parking spaces. This is not enough spaces if more than one person lives in each unit. It's also my understanding that there is no parking for employees that will be working on the first floor. Not to mention that we will be losing a parking lot that provides off street parking for a lot of people now. There is no possible way this neighborhood can absorb all of these additional cars.

We are not at the point where public transportation is convenient or desirable for most of our residents. To think that you can just force people out of their cars is absurd. We have a long way to go before this becomes a reality.

Long Beach has always been known for it's lack of parking. I cannot understand why you would possibly allow it to get worse.

Thank you,  
Kellie Brown



## Mark Hungerford

---

**From:** Adair, Kim <Kim.Adair@edwardjones.com>  
**Sent:** Thursday, July 13, 2017 9:37 AM  
**To:** Mark Hungerford

Hello Mark,

I am a Native Long Beach resident born and raised. I have lived in the Artist District for four years and as we ALL know parking is ALREADY a MAJOR disaster. I am currently paying to park in the lot that you are proposing shutting down and building MORE units which will bring MORE cars to an area with too many cars already! So Let's look at the facts:

Building a 77 dwelling/building with 105 -stall parking . Seems like on the first look parking would be enough to keep the residents from parking on our already overcrowded streets? However, it is too expensive to live as we all know in Southern California and MOST dwellings are not occupied by just one person, with the most likely scenario of two cars per dwelling. That would be 144 parking spaces needed ,leaving 39 cars to cram onto streets where if you don't arrive home before 5 you drive around the block several times looking for parking and usually end up walking several blocks to get home on already.. NOW, on top of those extra cars, there are 100 cars that have purchased parking in the lot you intend to close. ..Since they no longer will be able to park there... that brings at least 95 MORE cars to look for parking, again on the ALREADY overcrowded streets! The area has seriously gone down in safety the last two years with many many transients , publically drunk and criminal elements hanging about. Parking two blocks or more away and walking home in the evening is not really much of an option. yet ... somehow... you seem to think this will not have a serious negative impact on our community?? PLEASE.....do explain your solutions for the massive problems you will be creating???

Thank you I am looking forward to hearing back from you.  
Sincerely,

Kim Adair

Kim Adair  
Branch Office Administrator  
714-858-4961  
**Edward Jones**  
[kim.adair@edwardjones.com](mailto:kim.adair@edwardjones.com)  
Client Service Excellence is my goal!

---

Kim Adair  
Branch Office Administrator  
Edward Jones  
3625 Del Amo Blvd Ste 145  
Torrance, CA 90503-1600  
(310) 214-2967  
[www.edwardjones.com](http://www.edwardjones.com)

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## Mark Hungerford

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**From:** Heidi Eidson  
**Sent:** Wednesday, July 12, 2017 11:20 AM  
**To:** Mark Hungerford; Linda Tatum; Carrie Tai  
**Subject:** FW: 320 Alamitos

FYI...

Heidi Eidson  
*Bureau Secretary*

Long Beach Development Services / Planning Bureau  
T 562.570.6321 F 562.570.6068  
333 W. Ocean Blvd., 5<sup>th</sup> Fl / Long Beach, CA 90802

**From:** Anne Proffit [mailto:anne.proffit@gmail.com]  
**Sent:** Wednesday, July 12, 2017 10:50 AM  
**To:** Heidi Eidson  
**Subject:** 320 Alamitos

To the Planning Commission:

Unfortunately I can't be on-site on July 20 to tell you my thoughts about another ill-thought project in my East Village neighborhood, the 77 units with 105 parking spaces at 320 Alamitos Avenue. You'll have to take these comments and consider them without my imposing physical presence:

Packing ever more people into the East Village with callous disregard for ecological disturbances and their quantified dismal results, ever more expensive water (bet you forgot about that one), an on-going dearth of parking, well, that's an abomination. It shirks your duty to the public.

While I realize the Planning Commission acts **only** on advice from council and the infallible Amy Bodek, it's time to listen to constituents that are growing ever more tired of looking for parking and stirring up ever more pollution in the process, as we spend hours trolling for a safe spot close to home. With more than 75% of residents working outside the city, so many of them living downtown and in jam-packed Alamitos Beach, parking is a necessity. Public transportation will not transfer people efficiently to their jobs. Only personal vehicles do that at this time. The situation may change in the future, but we've got to consider the hows of NOW.

The Downtown Plan is flawed - FLAWED - and was passed due to smokescreens that put blinders on the public concerning the rapidly increasing parking dilemma. As is the city's custom, decisions were made and public was consulted - after the fact. Much like the parking meters that were purchased well before public meetings - a fact revealed to me by an unassailable source.

It's time for this Planning Commission to consider the needs of the Long Beach constituency **first** and refuse to condone buildings that lack sufficient parking for those residing in that particular community. Even The Current, that abysmal blob at the east end of downtown, has exhausted its parking capabilities without fully

leasing its over-priced, tiny apartments. There is spillage onto nearby streets that causes further harm to the neighborhood.

I know you're not listening. I know you don't care. But you should.

Anne Proffit



Ashamed to live in district 2

Long Beach resident/home owner since 1975

## Mark Hungerford

---

**To:** Transportation And Parking Solutions  
**Subject:** RE: 320 Alamitos

**Mark Hungerford, AICP**  
*Planner*

Long Beach Development Services | Planning Bureau  
T 562.570.6439 F 562.570.6068  
333 West Ocean Blvd., 5th Fl | Long Beach, CA 90802  
mark.hungerford@longbeach.gov | [lbs.lgb.gov](http://lbs.lgb.gov)

**From:** Transportation And Parking Solutions [mailto:taps@lbparking.com]  
**Sent:** Tuesday, July 11, 2017 2:38 PM  
**To:** Mark Hungerford <Mark.Hungerford@longbeach.gov>  
**Subject:** 320 Alamitos

Hi Mark,

Please send our citizen's parking group site plan information on the proposed project at 320 Alamitos. We are specifically interested in unit sizes, parking layout, and commercial/office spaces.

Thanks,  
Debbie Dobias  
*Board of Directors, LB TAPS*  
*(Transportation And Parking Solutions)*

## Mark Hungerford

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**From:** Alex Bachell <alexbachell@gmail.com>  
**Sent:** Monday, July 10, 2017 12:55 PM  
**To:** Mark Hungerford  
**Subject:** 1701-32/SPR17-001 and LMG17-002

Hi Mark,

My name is Alex Bachell and I live at [REDACTED]

I would like to know what (if any) provisions have been made for permit holders at the Artist District parking lot located at 320 Alamitos Avenue, Long Beach, CA 90802, in the event that application number(s) 1701-32/SPR17-001 and LMG17-002 are approved.

I look forward to your response.

Best regards,

Alex Bachell  
[REDACTED]

## Mark Hungerford

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**From:** Amy Bodek  
**Sent:** Wednesday, November 08, 2017 8:17 PM  
**To:** Mark Hungerford; Heidi Eidson  
**Subject:** FW: Downtown Stakeholders Support 320 Alamitos @ November 14 City Council Meeting  
**Attachments:** DOC003.pdf

**From:** Adam Carrillo [mailto:adamc@dlba.org]  
**Sent:** Wednesday, November 8, 2017 11:57 AM  
**To:** Robert Garcia <Robert.Garcia@longbeach.gov>; Lena Gonzalez <Lena.Gonzalez@longbeach.gov>; Jeannine Pearce <Jeannine.Pearce@longbeach.gov>; Council District 3 <District3@longbeach.gov>; Daryl Supernaw <Daryl.Supernaw@longbeach.gov>; Council District 5 <District5@longbeach.gov>; Council District 6 <District6@longbeach.gov>; Council District 7 <District7@longbeach.gov>; Council District 8 <District8@longbeach.gov>; Rex Richardson <Rex.Richardson@longbeach.gov>  
**Cc:** Daniel Tapia <dan@dtaptavernco.com>; apullman@studio-111.com; allison@densalonlb.com; dfixen@shorelinevillage.com; derek@burnhamdevelopment.com; gabe@itbrand.co; justin.hectus@kyl.com; KMcDonald@lbtransit.com; kristi.allen@hilton.com; piebarlongbeach@gmail.com; Linda Tatum <Linda.Tatum@longbeach.gov>; infusino.melissa@gmail.com; michelle@millworks1b.com; raltoon@andpac11c.com; sara.hickman@rdc-s111.com; Sheva@cbcblair.com; silvano.merlo@marriott.com; toliiver@wmcommercial.net; tony@etcres.com; Cory Allen <Cory.Allen@longbeach.gov>; dlarnold@verizon.net; donbarbi@aol.com; griselda.suarez@artslb.org; jim.kuhne@sedgwicklaw.com; JHarris-LBChamber <jharris@lbchamber.com>; jcunningham@apt-assoc.com; mestephe@csulb.edu; nedwards@qbprinters.com; sgroner@sga-inc.net; Amy Bodek <Amy.Bodek@longbeach.gov>; Jan Robert van Dijs <jan@jrvandijis.com>; Richard Lewis <richard@jrvandijis.com>; CityClerk <CityClerk@longbeach.gov>; Council District 2 <District2@longbeach.gov>; KraigKojian-DLBA <kraigk@dlba.org>; Broc Coward <brocc@dlba.org>; Austin Metoyer <austinm@dlba.org>; Steve Be Cotte <SteveB@dlba.org>; Sean Warner <seanw@dlba.org>; Christina Mancebo <christinam@dlba.org>; Ryan Suburu <ryans@dlba.org>; Melissa Wilson <melissaw@dlba.org>; Jessica Bierd <jessicab@dlba.org>  
**Subject:** Downtown Stakeholders Support 320 Alamitos @ November 14 City Council Meeting

**Sent by Adam Carrillo on behalf of Kraig Kojian, President & CEO of the Downtown Long Beach Alliance**

Dear Mayor Garcia and Members of the Long Beach City Council,

Please accept the attached documents from Downtown Long Beach stakeholders pronouncing their support for the proposed development located at 320 Alamitos that will be considered at the November 14 City Council meeting.

Thank you for your consideration on this matter and we look forward to your support.

Sincerely,

Kraig Kojian  
President & CEO



**DOWNTOWN  
LONG BEACH  
ALLIANCE**



## **ADAM CARRILLO**

**ECONOMIC DEVELOPMENT MANAGER**

562-480-2232

562-485-3130

100 W. Broadway, Ste 120  
Long Beach, CA 90802

**DOWNTOWNLONGBEACH.ORG**

Downtown Long Beach Alliance  
Adam Carrillo  
Economic Development Manager  
Cell: 562-480-2232  
Email: [adamc@dlba.org](mailto:adamc@dlba.org)

### **Investors, Developers, and Commercial Brokers:**

Sign up [HERE](#) to get the latest Downtown Long Beach Economic Development trends including the DTLB Snapshot, a quarterly report featuring specific foci on office, retail, and residential development and culminating with the annual Economic Profile.

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October 24, 2017

Office of Jeannine Pearce  
Civic Center Plaza  
333 West Ocean Blvd. 14<sup>th</sup> Floor  
Long Beach, CA 90802

**RE: October 24 City Council Agenda Item #1 320 Alamitos Project Hearing**

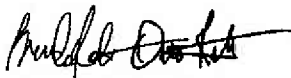
Dear Councilwoman Pearce:

I am writing to express my support for the 320 Alamitos Project at 320 Alamitos Ave. I understand that the City Council will hear an appeal on the project at the October 17<sup>th</sup> Council meeting and I want to encourage you and your fellow councilmembers to approve the 77-unit project.

As a Downtown business owner I'm excited to see the ongoing revival and new investment in Downtown. Particularly I'm happy to see the site at along Alamitos Ave between 3<sup>rd</sup> & 4<sup>th</sup> street developed, as it will help to drive greater pedestrian foot traffic down those corridors. I'm supporting this project because I believe it is another step in the right direction for Downtown Long Beach.

A reason we chose to start our business in Downtown Long Beach is because we are encouraged by the direction the area is going. A strong urban core that builds upon density and drives strong foot traffic is key a component for our business's success. The 320 Alamitos Project planned 77 residential unit's assists in that goal by creating a consistent flow of pedestrian foot traffic by potential customers throughout Downtown's business corridors.

I thank you for your time and I encourage you to support this future development.



Brenda & Otto Radtke  
Owners  
Great Society Cider & Mead  
601 E Broadway  
Long Beach, CA 90807

October 30, 2017

Office of Jeannine Pearce  
Civic Center Plaza  
333 West Ocean Blvd. 14<sup>th</sup> Floor  
Long Beach, CA 90802

RE: October 24 City Council Agenda Item #1 320 Alamos Project Hearing

Dear Councilwoman Pearce:

I am writing to express my support for the 320 Alamos Project at 320 Alamos Ave. I understand that the City Council will hear an appeal on the project at the October 17<sup>th</sup> Council meeting and I want to encourage you and your fellow councilmembers to approve the 77-unit project.

As a Downtown business owner I'm excited to see the ongoing revival and new investment in Downtown. Particularly I'm happy to see the site at along Alamos Ave between 3<sup>rd</sup> & 4<sup>th</sup> street developed, as it will help to drive greater pedestrian foot traffic down those corridors. I'm supporting this project because I believe it is another step in the right direction for Downtown Long Beach.

A reason we chose to start our business in Downtown Long Beach is because we are encouraged by the direction the area is going. A strong urban core that builds upon density and drives strong foot traffic is key a component for our business's success. The 320 Alamos Project planned 77 residential unit's assists in that goal by creating a consistent flow of pedestrian foot traffic by potential customers throughout Downtown's business corridors.

I thank you for your time and I encourage you to support this future development



Annaliese Espinosa  
Owner  
Public Beer Wine Shop  
121 W 4<sup>th</sup> St Long Beach 90802

October 23, 2017

Office of Jeannine Pearce  
Civic Center Plaza  
333 West Ocean Blvd. 14<sup>th</sup> Floor  
Long Beach, CA 90802

**RE: October 24 City Council Agenda Item #1 320 Alamitos Project Hearing**

Dear Councilwoman Pearce:

I am writing to express my support for the Sares-Regis Project at 320 Alamitos Ave. I understand City Council will hear an appeal on the project at the October 24<sup>th</sup> Council meeting. I want to encourage you and your fellow councilmembers to approve this 77-unit project.

As an East Village resident and owner of multiple rental properties in 1<sup>st</sup> and 2<sup>nd</sup> district, I'm excited to see the ongoing revival and new investment in Downtown. I'm excited to see the site along Alamitos Ave between 3<sup>rd</sup> & 4<sup>th</sup> street developed, as it will help steer the development towards a thriving downtown filled with pedestrian foot traffic, increased shops/entertainment, and service providers all bringing in tax revenue. I'm supporting this project because I believe it is a necessary step in the right direction for Downtown Long Beach.

A reason I invest in Downtown Long Beach is because it's a place where potential becomes a reality. We are called to be progressive and support change for a better future for our city. A strong urban core builds upon density and drives strong foot traffic is key a component for our neighborhood's success. The 320 Alamitos Project planned 77 residential unit's assists in that goal by creating a consistent flow of pedestrian foot traffic by potential customers throughout Downtown's business corridors.

I thank you for your time and I encourage you to support this future development.

Best Regards,

*Kim M. Phan*

Kim M. Phan  
East Village Resident  
(714) 206-2250  
kimphan82@gmail.com

## Adam Carrillo

---

**From:** sheila gibbons <giomigibbons@gmail.com>  
**Sent:** Tuesday, October 24, 2017 9:12 AM  
**To:** district2@longbeach.gov  
**Cc:** Adam Carrillo  
**Subject:** 320 Alamos

October 23, 2017

Office of Jeannine Pearce  
Civic Center Plaza  
333 West Ocean Blvd. 14<sup>th</sup> Floor  
Long Beach, CA 90802

**RE: October 24 City Council Agenda Item #1 320 Alamos Project Hearing**

Dear Councilwoman Pearce:

I am writing to express my support for the 320 Alamos Project at 320 Alamos Ave. I understand that the City Council will hear an appeal on the project at the October 17<sup>th</sup> Council meeting and I want to encourage you and your fellow council members to approve the 77-unit project.

As a Downtown resident I'm excited to see the ongoing revival and new investment in Downtown. Particularly I'm happy to see the site at along Alamos Ave between 3<sup>rd</sup> & 4<sup>th</sup> street developed, as it will help to drive greater pedestrian foot traffic down those corridors. I'm supporting this project because I believe it is another step in the right direction for Downtown Long Beach.

A reason we chose to live in Downtown Long Beach is because we are encouraged by the direction the area is going. A strong urban core that builds upon density and drives strong foot traffic is key a component for our business's success. The 320 Alamos Project planned 77 residential unit's assists in that goal by creating a consistent flow of pedestrian foot traffic by potential customers throughout Downtown's business corridors.

I thank you for your time and I encourage you to support this future development.

Sheila Gibbons  
resident of 4th St

October 30, 2017

Office of Jeannine Pearce  
Civic Center Plaza  
333 West Ocean Blvd. 14<sup>th</sup> Floor  
Long Beach, CA 90802

RE: October 24 City Council Agenda Item #1 320 Alamitos Project Hearing

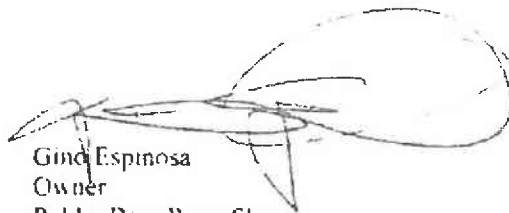
Dear Councilwoman Pearce

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As a Downtown business owner I'm excited to see the ongoing revival and new investment in Downtown. Particularly I'm happy to see the site at along Alamitos Ave between 3<sup>rd</sup> & 4<sup>th</sup> street developed, as it will help to drive greater pedestrian foot traffic down those corridors. I'm supporting this project because I believe it is another step in the right direction for Downtown Long Beach.

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I thank you for your time and I encourage you to support this future development.



Gina Espinosa  
Owner  
Public Beer Wine Shop  
121 W 4<sup>th</sup> St Long Beach 90802

October 24, 2017

Office of Jeannine Pearce  
Civic Center Plaza  
333 West Ocean Blvd. 14<sup>th</sup> Floor  
Long Beach, CA 90802

RE: October 24 City Council Agenda Item #1 320 Alamitos Project Hearing

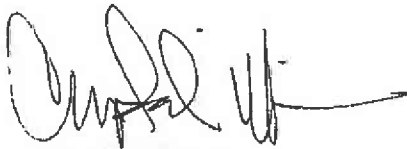
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I thank you for your time and I encourage you to support this future development.

A handwritten signature in black ink, appearing to read 'Crystal Williams', with a long horizontal flourish extending to the right.

Crystal Williams  
President  
RxReins  
235 E Broadway, Suite 960  
Long Beach CA 90802

October 24, 2017

Office of Jeannine Pearce  
Civic Center Plaza  
333 West Ocean Blvd. 14<sup>th</sup> Floor  
Long Beach, CA 90802

RE: October 24 City Council Agenda Item #1 320 Alamos Project Hearing

Dear Councilwoman Pearce:

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A reason we chose to start our business in Downtown Long Beach is because we are encouraged by the direction the area is going. A strong urban core that builds upon density and drives strong foot traffic is key a component for our business's success. The 320 Alamos Project planned 77 residential unit's assists in that goal by creating a consistent flow of pedestrian foot traffic by potential customers throughout Downtown's business corridors.

I thank you for your time and I encourage you to support this future development.

**James Whale**  
**Creative Director**  
Commune Communication  
425 E 4th St.  
Long Beach, CA  
90802

 10/24/17

October 23, 2017

Office of Jeannine Pearce  
Civic Center Plaza  
333 West Ocean Blvd. 14<sup>th</sup> Floor  
Long Beach, CA 90802

**RE: October 24 City Council Agenda Item #1 320 Alamitos Project Hearing**

Dear Councilwoman Pearce:

I am writing to express my support for the 320 Alamitos Project at 320 Alamitos Ave. I understand that the City Council will hear an appeal on the project at the October 17<sup>th</sup> Council meeting and I want to encourage you and your fellow councilmembers to approve the 77-unit project.

As a Downtown business owner I'm excited to see the ongoing revival and new investment in Downtown. Particularly I'm happy to see the site at along Alamitos Ave between 3<sup>rd</sup> & 4<sup>th</sup> street developed, as it will help to drive greater pedestrian foot traffic down those corridors. I'm supporting this project because I believe it is another step in the right direction for Downtown Long Beach.

A reason we chose to start our business in Downtown Long Beach is because we are encouraged by the direction the area is going. A strong urban core that builds upon density and drives strong foot traffic is key a component for our business's success. The 320 Alamitos Project planned 77 residential unit's assists in that goal by creating a consistent flow of pedestrian foot traffic by potential customers throughout Downtown's business corridors.

I thank you for your time and I encourage you to support this future development.

Jannay Lima  
CSO  
iZone Marketing, LLC.  
100 W Broadway Ave. Suite 410, Long Beach, CA 90802



October 23, 2017

Office of Jeannine Pearce  
Civic Center Plaza  
333 West Ocean Blvd. 14<sup>th</sup> Floor  
Long Beach, CA 90802

**RE: October 24 City Council Agenda Item #1 320 Alamitos Project Hearing**

Dear Councilwoman Pearce:

I am writing to express my support for the 320 Alamitos Project at 320 Alamitos Ave. I understand that the City Council will hear an appeal on the project at the October 17<sup>th</sup> Council meeting and I want to encourage you and your fellow councilmembers to approve the 77-unit project.

As a Downtown business owner I'm excited to see the ongoing revival and new investment in Downtown. Particularly I'm happy to see the site at along Alamitos Ave between 3<sup>rd</sup> & 4<sup>th</sup> street developed, as it will help to drive greater pedestrian foot traffic down those corridors. I'm supporting this project because I believe it is another step in the right direction for Downtown Long Beach.

A reason we chose to start our business in Downtown Long Beach is because we are encouraged by the direction the area is going. A strong urban core that builds upon density and drives strong foot traffic is key a component for our business's success. The 320 Alamitos Project planned 77 residential unit's assists in that goal by creating a consistent flow of pedestrian foot traffic by potential customers throughout Downtown's business corridors.

I thank you for your time and I encourage you to support this future development.

Sincerely,

Paul Yace  
Owner Rep  
Regency Palms Long Beach  
1178 East 8<sup>th</sup> Street  
Long Beach CA, 90813

October 23, 2017

Office of Jeannine Pearce  
Civic Center Plaza  
333 West Ocean Blvd, 14<sup>th</sup> Floor  
Long Beach, CA 90802

**RE: October 24 City Council Agenda Item #1 320 Alamos Project Hearing**

Dear Councilwoman Pearce:

I am writing to express my support for the 320 Alamos Project at 320 Alamos Ave. I understand that the City Council will hear an appeal on the project at the October 17<sup>th</sup> Council meeting and I want to encourage you and your fellow councilmembers to approve the 77-unit project.

As a Downtown business owner I'm excited to see the ongoing revival and new investment in Downtown. Particularly I'm happy to see the site at along Alamos Ave between 3<sup>rd</sup> & 4<sup>th</sup> street developed, as it will help to drive greater pedestrian foot traffic down those corridors. I'm supporting this project because I believe it is another step in the right direction for Downtown Long Beach.

A reason we chose to start our business in Downtown Long Beach is because we are encouraged by the direction the area is going. A strong urban core that builds upon density and drives strong foot traffic is key a component for our business's success. The 320 Alamos Project planned 77 residential unit's assists in that goal by creating a consistent flow of pedestrian foot traffic by potential customers throughout Downtown's business corridors.

I thank you for your time and I encourage you to support this future development.

First & Last Name  
Job Title  
Name of Business  
Business Address

MATTEO BENNARDE

PLANT JUNKIE 445 PINE AVE LONG BEACH

CA 90802

Matteo Bennarde

October 24, 2017

Office of Jeannine Pearce  
Civic Center Plaza  
333 West Ocean Blvd. 14<sup>th</sup> Floor  
Long Beach, CA 90802

**RE: October 24 City Council Agenda Item #1 320 Alamitos Project Hearing**

Dear Councilwoman Pearce:

I am writing to express my support for the 320 Alamitos Project at 320 Alamitos Ave. I understand that the City Council will hear an appeal on the project at the October 17<sup>th</sup> Council meeting and I want to encourage you and your fellow councilmembers to approve the 77-unit project.

As a Downtown business owner I'm excited to see the ongoing revival and new investment in Downtown. Particularly I'm happy to see the site at along Alamitos Ave between 3<sup>rd</sup> & 4<sup>th</sup> street developed, as it will help to drive greater pedestrian foot traffic down those corridors. I'm supporting this project because I believe it is another step in the right direction for Downtown Long Beach.

A reason we chose to start our business in Downtown Long Beach is because we are encouraged by the direction the area is going. A strong urban core that builds upon density and drives strong foot traffic is key a component for our business's success. The 320 Alamitos Project planned 77 residential unit's assists in that goal by creating a consistent flow of pedestrian foot traffic by potential customers throughout Downtown's business corridors.

I thank you for your time and I encourage you to support this future development.



Ryan La Rosa  
Co-Founder  
Commune Communication  
425 E. 4<sup>th</sup> St. Suite E. Long Beach, CA 90802

November 13, 2017

Office of Jeannine Pearce  
Long Beach City Hall  
333 West Ocean Blvd. 14<sup>th</sup> Floor  
Long Beach, CA 90802

**RE: 320 Alamitos Project - Agenda Item #1 November 14 City Council**

Dear Councilmember Pearce:

I'm writing to express my support for the 320 Alamitos project that will be the subject of an appeal at the November 14 Council meeting. I am excited to see new quality development projects like this one rising in Downtown Long Beach, bringing with it more residents to support new and existing local businesses. I hope you and your fellow councilmembers will approve this project.

I moved to Long Beach in 2010 and moved to downtown in 2013. In that short period of time I have seen remarkable changes to the area from construction of a new civic center to dozens of new restaurants and businesses. I am also happy to see more of a focus on making downtown more pedestrian- and bicycle-friendly. 320 Alamitos, with its modern architectural style and people-friendly ground floor building facade will create a more walkable street and connected neighborhood. Additionally, I understand the building will include a bicycle kitchen for its tenants to encourage bicycle use. As downtown grows up and our population increases it is critical that we encourage and support new and existing residents to use other forms of transportation other than a car. The Downtown Plan is a great guide to ensure this happens.

Another point to consider in reviewing this project is that Long Beach needs more housing. As rents continue to rise due to a regional housing shortage every project counts in contributing to the solution of building more housing. The 77-units at 320 Alamitos are part of the solution.

Councilmember Pearce, I appreciate all that you are doing for our neighborhood. Although I wasn't able to attend the community outreach meeting concerning this project I encourage you to support the 320 Alamitos project and hope your fellow councilmembers to do the same.

Thank you for your consideration.

Leah Boyer  
2<sup>nd</sup> District Resident  
150 The Promenade N. Unit 421  
Long Beach, CA 90802